

# Wheel of Fortune

**Swiss AEX Group opened Hong Kong's first Observation Wheel on the Central harbourfront in December 2014, just in time for the holiday season**

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**Leon Snep, CEO  
Swiss AEX Group**



Based in Switzerland, Swiss AEX Group specialises in managing, developing and providing turnkey solutions for “exceptional assets” such as observation wheels, roller coasters, equipment and hardware. It has its global operational office in Hong Kong.

The company was awarded the contract from the Hong Kong SAR Government through a competitive tender to install and operate an observation wheel. The selection criteria included a minimum of 10 years' experience, a minimum construction time of 12 months, promotion strategy, pricing, the ability to enhance the waterfront, safety and security measures, etc.

The Hong Kong Observation Wheel opened on 5 December 2014 and business has been growing. “My focus is now on Asia, and I am using Hong Kong to manage other operations in the region. There is an increasing number of visitors to the city and we can leverage on international and local events to bring in more customers,” Leon Snep, CEO, Swiss AEX Group, said.

The company has about 100 staff, including 50 part-time staff and another 30 on night shift for maintenance and cleaning. Snep expects to recruit an additional 100 people by year-end 2015.

The 60-metre wheel was specifically designed and built to a standard and quality with approval from the Hong Kong SAR Government's Electrical and Mechanical Services Department and international certification bodies.

Snep appreciates the government support for this project, especially in granting a prime location along the Central waterfront, testifying to its commitment to enhance this area. He spent more than seven years in preparation for the project, ensuring that all safety requirements could be fulfilled, especially in the event of a typhoon or other seasonal

weather conditions unique to Hong Kong. “If you can set up an observation wheel in Hong Kong, you can set up a wheel anywhere,” he said.

Snep is impressed with the labour force in Hong Kong. “People here take their work very seriously, no matter how small the task, and this applies not only to my staff, but to the consultants and external parties that we have closely worked with,” he said.

Swiss AEX is working on phase two of the Hong Kong Observation Wheel project that will bring in more food and beverage opportunities, restaurants, facilities and other possible attractions.

“During the whole project, from submitting the tender to opening the Wheel to the public, InvestHK has been the most helpful partner in providing advice and assistance whenever needed. We look forward to continuing this great relationship during the further development of this exciting project,” Snep concluded.

## Hong Kong Observation Wheel

- Open daily from 10:00 – 23:00
- Individual tickets, tickets for private cabin and VIP cabin available

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